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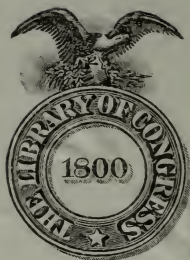
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Shedd, J. A.

Improvement of Memory

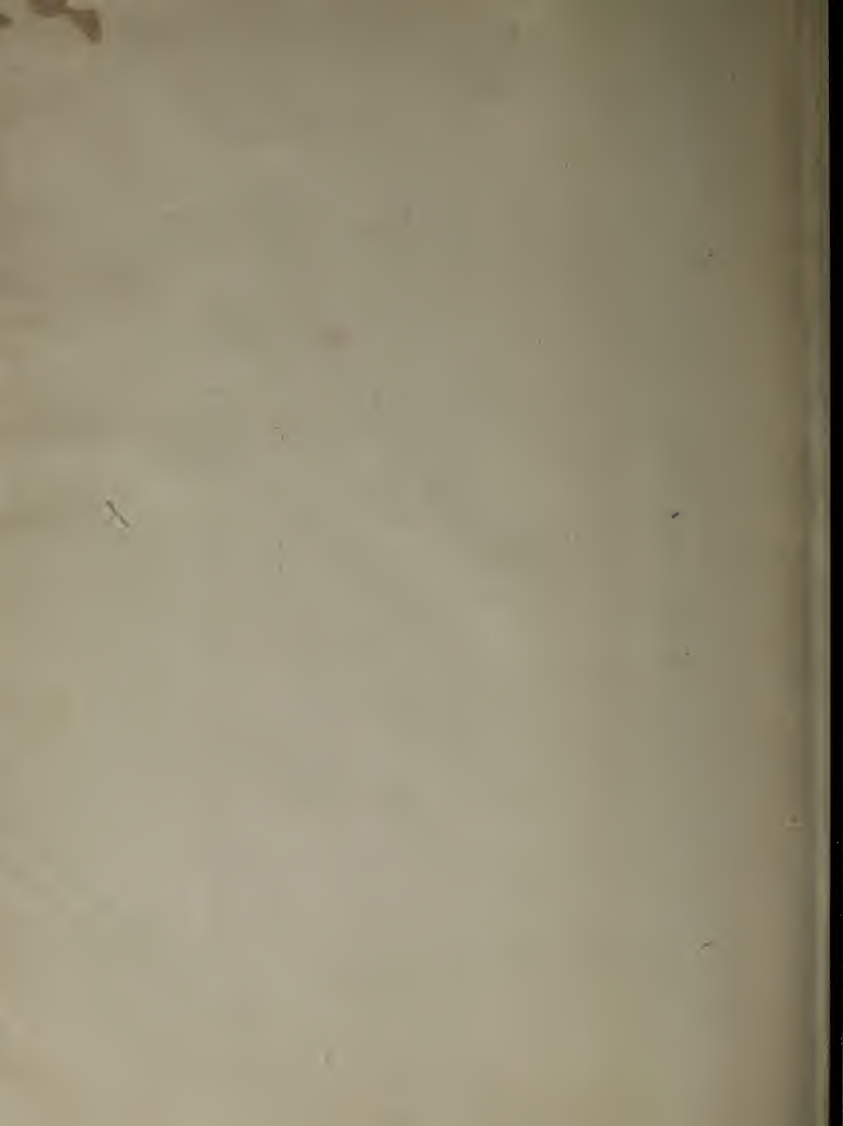




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Book .S53





# IMPROVEMENT OF THE MEMORY.

The Memory Co.,  
New York.

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# The Improvement

OF THE

## MEMORY.

The faculty of memory is of such importance to all, that any means towards intelligently developing its powers for the acquirement of knowledge, cannot fail but to be of universal interest. In regard to the cultivation of the memory, Prof. Blackie, in "Self-Culture," says "It is of no use gathering treasures if we cannot store them; it is equally useless to learn what we cannot retain in the memory. Happily, of all mental faculties, this is that one which is most certainly improved by exercise; besides, there are helps to a weak memory such as do not exist for a weak imagination or a weak reasoning power."

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The subject of improving the memory has been, unfortunately, the cause of the invention of numerous mnemonic systems, often ingenious and curious in construction, but utterly impracticable for general use. Educated men, therefore, until recently, looked with well grounded aversion upon any artificial method of aiding the memory, and very generally have been of the opinion, that the invention of a really practical system of mnemonics was almost, if not quite, an impossibility.

Discoveries and inventions are announced constantly in the various fields of scientific research, and because little, if any progress has been made in the past, in connection with the subject of memory improvement, is no reason why the subject should not be successfully treated now.

The claims we make for our Memory Method, will appear impossible to many, judging from the mnemonic system of the past, but,





## SHEDD'S NATURAL MEMORY METHOD

can hardly be compared with any other mnemonic system, as it makes use of a peculiar principle never heretofore practically applied to a system of mnemonics. By the use of this principle every possible objection heretofore urged against the memory methods of the past, is completely overcome, and the speedy and sensible improvement of the memory is successfully accomplished.

Our Method develops and strengthens the rational memory, and in a manner peculiar to itself, arouses interest in the subject to which it is applied, thus securing the absolute attention which is such an important factor in the formation of a retentive memory, it also successfully brings into action those important faculties of the mind, the imagination and the judgment.

### WE DO NOT CLAIM

that any person unconditionally, can improve their memory by a careless perusal of the system without any degree of attention and application, but we do claim, that any person of ordinary ability, anxious to aid their memory, can, by the use of the simple helps which our method supplies, make astonishing progress in the acquisition of useful knowledge, such as would be impossible in the same time, without our method.

Although the method may be called an artificial system, still the artificial aid is so slight as to be scarcely apparent.

### A COMPLETE COURSE OF MEMORY TRAINING.

is furnished in four lectures entitled "The Education of the Memory," supplemented by a number of carefully prepared memory lessons for home study. The lectures are brief and to the point, written in language so plain that any person can understand them. The first lecture is entitled

THE PHYSICAL AND MENTAL QUALIFICATIONS OF A GOOD MEMORY.

It presents the more necessary elements in physiology and mental philosophy which relate to the memory. The following synopsis of a portion of the subjects considered will give a general idea of the manner in which the subject is treated: Memory, its Importance, Ancient Memory Culture, Effect of Civilization on Memory, The Brain, Sleep, Recreation, Best Time for Memorizing, Relation of the Senses to Memory, Attention, Ordinary and Aggravated Mind-wandering, Cause and Cure, Interest, Over-application, A Selecting Memory, Association, Condensation, Questioning, How to Remember what we Read, Classification, Exercising the Memory, Trusting the Memory, Memory Tricks Condemned, Effect of Light Reading on the Memory, Advantages and Disadvantages of Learning by Rote, Mental and Physical Fatigue, Memory's Power Limited, Do we ever Forget? Marvels of Memory.

## Shedd's Natural Memory Method

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The second lecture, comprises much curious and entertaining matter regarding memory culture, and is entitled an

### OUTLINE HISTORY OF MNEMONICS

presenting a brief sketch of the leading mnemonic systems, both ancient and modern, showing wherein they fail to practically aid the memory. To this is added various aids to memory belonging to no particular system. A part of the subjects treated in this lecture are as follows: What are Mnemonics? Symbolism, Power of Words, Figures, Simonides, Jewish Mnemonics, Dr. Richard Grey's System with applications, Feinaigle's Method with illustrations of its use, Fauvel-Gouraud's System with applications, Later Memory Systems, Rhyme as a Memory Help, Alliteration, Musical Memory, Syllable Memory or Abbreviated Articulation, Memory Key-Words, How to Remember Names and Faces, Dr. Johnson's Method; Locality Memory, Art of Forgetting, Learning too Quickly.

The third and fourth lectures comprise

THE PRINCIPLES OF SHEDD'S NATURAL  
MEMORY METHOD

and its application to Biography, Geography, History, Chemistry, Natural Philosophy, Coins, Weights, Measures, Addresses, Order in a Series, Memory Calenders, etc., etc., etc., and also including a novel method of studying Biography.

Every student in the course, whether attending the lectures in person or receiving them by correspondence, receives a set of seventy-two

MEMORY LESSONS FOR HOME STUDY,

by the use of which he may rapidly acquire proficiency in any study to which they apply. These lessons form a distinctive feature of our method, giving superior advantages to the pupil, furnished by no other system. The lessons include almost 1,800 practical applications of the method including

## Shedd's Natural Memory Method

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### HISTORY.

AMERICAN DISCOVERIES AND SETTLEMENTS.

HISTORY OF THE UNITED STATES,

PRESIDENTAL SUCCESSION.

HISTORY OF ENGLAND. HISTORY OF GERMANY

HISTORY OF GREECE, HISTORY OF ROME.

HISTORY OF ENGLISH LITERATURE,

HISTORY OF AMERICAN LITERATURE.

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### POLITICAL GEOGRAPHY.

POPULATION OF THE GLOBE, RELIGIOUS STA-

TISTICS, WEALTH OF NATIONS, POPULATION

OF PRINCIPLE COUNTRIES, THE LARGEST

CITIES IN THE WORLD, RAIL-ROAD DIS-

TANCES FROM NEW YORK.

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### PHYSICAL GEOGRAPHY.

LATITUDE AND LONGITUDE OF THE PRINCI-

PAL CITIES IN THE WORLD.

AREAS OF CONTINENTS AND OCEANS, AREA

OF PRINCIPAL COUNTRIES. LENGTH OF

PRINCIPAL RIVERS. HEIGHT OF MOUN-

TAINS. ALTITUDE OF CITIES.

MEAN TEMPERATURE AND RAIN FALL.

The Memory Company, New York.

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## NATURAL PHILOSOPHY.

PROPERTIES OF BODIES, PENDULUM, WATER-  
WHEELS, ATMOSPHERE, SPECIFIC GRAVITIES,  
SOLIDS AND LIQUIDS, THERMOMETER, TEM-  
PERATURES AT FUSION, STEAM, WIND,  
ELECTRICITY,  
METRIC SYSTEM.

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## CHEMISTRY.

ATOMIC WEIGHTS OF THE SIXTY-FOUR ELE-  
MENTARY BODIES.

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## BIBLE STUDY.

OLD TESTAMENT HISTORY. LIFE OF CHRIST.  
NOTED PASSAGES OF SCRIPTURE.  
PARABLES OF CHRIST.  
BOOKS OF THE BIBLE.

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## MICELLANEOUS.

WEALTH OF NATIONS. VALUE OF FOREIGN  
COINS. CELEBRATED MONUMENTS.  
NOTED BUILDINGS. GREAT INVENTIONS.  
EDUCATIONAL REFORMS.  
CURIOUS AND INTERESTING FACTS.



## Shedd's Natural Memory Method

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Although our Home Lessons give applications only to the preceeding subjects, the Method is applicable also to ACOUSTICS, AGRICULTURE, ANATOMY, ARITHMETIC, ASTRONOMY, BOTANY, DYNAMICS, ENTOMOLOGY, GEOLOGY, HYDRAULICS, METEOROLOGY, MINERALOGY, NAVIGATION, ORNITHOLOGY, PHRENOLOGY, PHYSIOLOGY, TYPOGRAPHY, ZOOLOGY, and many other subjects.

Any intelligent student can readily form his own applications of the Method.

### MIND-WANDERING.

To those who are troubled with mind-wandering our method offers an almost sure and speedy remedy, by strengthening the mental faculties and restoring them to their natural condition.

To those who find that their power of giving absolute attention to a subject, is defective, the method commends itself, as its study is sure to give to any subject to which it is applied, a peculiar interest



which secures a measure of undivided attention almost, if not wholly impossible by any other means.

### WHAT ARE MNEMONICS ?

Webster's definition is " The art of memory ; the precepts and rules intended to teach the method of assisting the memory," he also defines the word, mnemonic as " Assisting the memory."

### IN ANSWER TO THE QUESTION

Is Shedd's Natural Memory Method a System of Mnemonics ?

We answer, decidedly it is, as it gives genuine assistance to the memory.

### OBJECTIONS TO MNEMONIC SYSTEMS.

The principle objections to the mnemonic systems of the past have been that they are complicated. Their principles requiring great power of the very faculty whose weakness they are supposed to aid.

Laborious, imposing upon the learner the task of learning many things having

## Shedd's Natural Memory Method

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no direct bearing upon the subject he is studying.

Nonsensical, burdening the memory with ridiculous associations and irrelevant matter.

Unnatural, as they in reality weaken the natural memory in place of strengthening it.

The above and all other valid objections to mnemonics are successfully met by

### SHEDD'S NATURAL MEMORY METHOD,

the principle features which are worthy of note in the method, are that

IT IS SIMPLE, no other method of aiding the memory is based upon such exceedingly simple principles, any child can readily master them.

IT IS PERMANENT, its principles, once learned, will never be forgotten.

IT IS SCIENTIFIC, based upon acknowledged standard physiological principles.

IT IS NATURAL, and not a system of artificial trickery.

The Memory Company, New York.

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IT IS RATIONAL, founded on common-sense principles, using no senseless sentences, no ridiculous associations.

IT IS PRACTICAL, not a useless element in the entire method.

IT IS CONCISE, embodying "infinite riches in a little room."

IT IS HONEST in its claims, making no promises it cannot fulfil.

IT IS ACCURATE, giving results which are absolute certainty.

IT IS RAPID, by its extreme simplicity and brevity, one is enabled in a very short space of time to accomplish results, impossible by the more complicated methods.

IT IS ENTERTAINING, imparting valuable information in an interesting manner.

IT IS ORIGINAL, employing a peculiar principle, never before practically applied to a system of mnemonics, and is not an enlargement, abridgment or modification in any way of the systems of Simonides, Grey, Feinaigle, Gouraud,

## Shedd's Natural Memory Method

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Pick, Loiset, or any later teachers of Memory.

IT IS ECONOMICAL, in that it is one of the greatest mental labor-saving devices ever invented.

IT IS MNEMONIC, as it gives genuine assistance to the memory, without any of the hindrances so generally common in most so-called memory aids.

### PRINCIPALS, TEACHERS AND SCHOLARS

alike find in Shedd's Natural Memory Method an invaluable aid for assisting them to readily commit to memory facts which have heretofore been looked upon as almost impossible to permanently memorize. A peculiar interest is awakened in any study to which the Method is applied, by which the attention is secured and most vivid impressions made upon the mind.

COLLEGE PROFESSORS, TUTORS AND  
STUDENTS

find that a limited amount of careful study, accompanied by the use of our method, accomplishes results, which would be impossible in the same length of time, without the Method.

IN ENTRANCE EXAMINATIONS FOR COLLEGE  
young men and women find, in our course, help which is invaluable to them, and not only at that time but throughout their college course they will find innumerable helps in our course of memory training.

SHEDD'S NATURAL MEMORY METHOD  
recommends itself especially to the attention of all

PARENTS

who desire their children to make as rapid progress in their studies as is possible without "cramming."

Our Method, it should be distinctly understood, is

## Shedd's Natural Memory Method

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### NOT A "CRAMMING METHOD,"

as no effort is made to force upon the pupil's mind facts to be retained for a short time only, the sole object of the Method is to *permanently store the mind with valuable knowledge*, and this it accomplishes successfully.

It is a noteworthy fact that our Method has received the endorsement of a large number of the

### LEADING EDUCATORS OF THE COUNTRY.

this, alone, should remove all doubts from the minds of all fair-minded persons, as to whether it is a valuable educational aid.

### BACKWARD PUPILS.

can, by the use of our Method, rapidly acquire a proficiency in their studies heretofore impossible. There is no pupil, however backward in his studies, but can readily learn and remember all the principles of our Method. We especially recommend our thorough course of Memory

## The Memory Company, New York.

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Training to all whom the benefits of an early education have been denied, but who are determined to acquire an education, and who realize the difficulty of permanently remembering their studies.

### ELDERLY PERSONS,

who realize that their powers of memory are failing, find in Shedd's Natural Memory Method, an efficient means of strengthening their failing faculties. The simplicity of the method is such, that its principles are speedily mastered, by those whose natural powers of memory are extremely limited, this, together with the fact, that the method secures absolute attention to the subject under consideration, specially recommends it to those who, although past middle life, desire to improve their minds, by the permanent acquisition of useful knowledge, but find it extremely difficult, and at times impossible to do so, on account of their lack of a retentive memory.



## Sbedd's Natural Memory Method

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CLERGYMEN, S. S. SUPERINTENDENTS.  
Y. M. C. A. SECRETARIES, S. S. TEACHERS  
AND BIBLE STUDENTS,

all acknowledge the difficulty of permanently remembering any extended amount of Bible Chronology. The usefulness of such knowledge is undisputed, yet so great is the difficulty of remembering it, that the amount which most possess is astonishingly small. To all who desire to completely master Bible Chronology, it will be a matter of interest to learn that, in our course of Memory Training, especial attention has been given to this subject, and it is now within the power of all

### SUNDAY SCHOOL SCHOLARS

to be first-class Bible students, having at their ready command a knowledge of Bible History, which to those unfamiliar with our Method, will appear marvellous. The simple yet striking manner in which this knowledge is imparted to the student, makes this study one of interest and profit.



### ALL PUBLIC SPEAKERS

with the aid afforded by our method, can readily remember a vast fund of striking illustrations, by the use of which their efforts can be successfully supplemented.

### EVERY INTELLIGENT PERSON

is anxious to improve his memory. To those whose memory is already good, the use of our method so enlarges and strengthens their memory as to make it marvellous in its accomplishments.

### BUSINESS MEN

find, by the application of Shedd's Natural Memory Method, a simple and sure way of memorizing important business addresses, in such a manner as to make them impossible to be forgotten. Book-keepers use it to remember ledger-pages, addresses, etc., prices of goods, etc., etc.

### LADIES

making calls find the same application useful in permanently fixing in the memory, the addresses of friends.

## Shedd's Natural Memory Method

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### EVERY READER OF HISTORY,

who desires to permanently fix in his memory the result of his reading, will find, in our Method, a means by which he can successfully accomplish it.

### SCHOOL TEACHERS

will find, upon investigation, that the course of Memory Training given by the Memory Company, will be not only an invaluable aid to the cultivation of their own memory, but also a practical help which they can conscientiously recommend to their pupils.

An opportunity is offered by which any teacher may, without any interference with their regular school duties, learn the system free of charge, and all teachers are requested to apply for our Teacher's Circular, which contains matter of special interest to them.

### OUR PROTECTION

In order that the system may not be imperfectly taught by irresponsible parties,

and that our rights as proprietors of the system may be protected, all pupils sign an agreement, that they will use the system for individual use only.

#### TIME REQUIRED.

We cannot guarantee any specified time, in which pupils can thoroughly and practically master the entire Method and its various applications.

The progress made depends largely upon the willingness to learn, and the amount of time the student is able to devote to study.

The principles upon which the Method is founded, are exceedingly simple, and we guarantee that any person can thoroughly understand and successfully learn the key to the system in less than half an hours study.

#### THE COST.

Doubtless, the question will arise to many, "Can I afford it?" We think, however, after careful thought as to the many

## Shedd's Natural Memory Method

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advantages which our course of Memory Training is sure to bring, if but ordinary application be given to it, the question in the mind will at once become, "Can I afford to be without it?"

When it is realized that the benefits derived from our course are not for a week or a year, but will

LAST A LIFE TIME,

no one can but feel that the money spent for the purpose of training their memory is one of the best investments of a lifetime.

CORRESPONDENCE

with reference to the subject of memory training, or enquiries regarding our Method, is cordially invited, and will receive our prompt attention. A stamped and self-addressed envelope should be enclosed with all communications.

## Testimonials.

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*From A. E. Winship, Editor Journal of Education.*

Boston Mass., January 12, 1889.

It gives me great pleasure to testify to the thorough reliability of John A. Shedd, author of Shedd's Natural Memory Method, and to the great value of his system. It is as much above the tricks of mnemonics as science is above device, and as much more valuable than burdensome schemes of other methods as art is above artifice.

He owes it to himself to protect himself by the "agreement" plan, for by making it for his interest to teach it and advocate it, he will eventually make it of greater use to mankind.

Very respectfully,

A. E. WINSHIP.

## Shedd's Natural Memory Method

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*From G. S. Fellows, M. A., Professor of Chemistry, Washington High School, Washington, D. C., author of "Loisette Exposed," "Memory System, New and Old."*

Washington, D. C., March 9, 1889.

Mr. J. A. Shedd.

Dear Sir :

The first lecture, "The Physical and Mental Qualifications of a Good Memory," contains the best thought of all time, on this important subject.

Your system, "The Natural Memory Method" has the great merit of finding in the facts themselves, something by which to remember the date or number, without the insertion of extraneous ideas—the great disadvantage of the "Loisette System."

Your figure alphabet, if such a term may be used, is certainly unique, and seems capable of a far wider application than any yet devised.

Very respectfully,

G. S. FELLOWS.

The Memory Company, New York.

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*From Ellen G. Reveley, Principal, Cleveland Normal School.*

Cleveland, O., January 29th, 1889.

After an examination of Shedd's Natural Memory System, I can commend it to any who may need to use a system of mnemonics. It is simple, natural, and comprehensive, and commends itself upon acquaintance with it.

ELLEN G. REVELEY, Principal.

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*From Walter C. Douglas, General Secretary  
Young Men's Christian Association, Boston, Mass.*

Shedd's Natural Memory Method has impressed me by its naturalness and simplicity.

I came to the investigation of it with prejudice against all such systems, I became interested, I then entered into it as a mental recreation with much enjoyment. Finally its utility grew upon me. I believe that it will be found quite helpful in Bible study. WALTER C. DOUGLAS.

Boston, March 4, 1889.



## Shedd's Natural Memory Method

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*From Rev. H. A. M. Henderson, D. D., L. L., D., the popular lecturer, pastor of Trinity M. E. Church, Cincinnati; formerly Superintendent of Public Instruction, State of Kentucky.*

Cincinnati, O., January 4, 1889.

I am familiar with the growth of Shedd's Natural Memory System, and do not hesitate to say, that it is incomparably superior to any other.

It will prove an invaluable assistant to all of weak memory, and an immense labor-saving, mind-conserving auxiliary to strong memory.

As for the author, he is incapable of fraud, and may be trusted in any statement or agreement he may make.

HOWARD HENDERSON,  
Pastor of Trinity M. E. Church,  
Cincinnati, Ohio.

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*From H. P. Makëchnic, A. M., M. D.,  
Member of Somerville School Committee.*

Shedd's Natural Memory Method was a revelation to me, I might say a revolution,



for it swept away many of the clumsy devices which I had used before to assist the memory.

Nothing before has approached it in simplicity and efficiency. It helps us in places when the memory has had the most tiresome drudgery.

I believe that a conscientious student with the system will far outstrip his competitors. In this age of labor-saving devices few can afford to be without it.

H. P. MAKECHNIE, M. D.  
Somerville, Mass., March, 1889.

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*From W. F. Bradbury, Head Master Cambridge Latin School. Author of Bradbury's Educational Series of Mathematics, etc.*

Cambridge, Mass., March 20th, 1889.  
J. A. Shedd, Esq.,

Dear Sir:—Your memory method seems to me the best of any that I have ever examined, for one who is trying to store in his memory for future reference, many dates.

## Shedd's Natural Memory Method

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I cannot conceive of a better plan than  
yours.

W. F. BRADBURY,

Head Master.

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*From U. J. Hoffman, President Hayward  
Collegiate Institute. Author of "The  
Science of the Mind applied to Teaching."*

Fairfield, Ill., February 15th, 1889.

The Memory Company,

New York.

Gentlemen:—I have investigated Shedd's  
Natural Memory Method, and wish to say  
that it is what it is claimed to be, a  
*natural method*.

The system is very simple indeed, and I  
had no difficulty in learning it in an hour.  
It is eminently practical, and to learn it  
will repay any one who needs to store his  
mind with facts. The application of the  
method will not only accomplish the result  
sought for, but will also so strengthen and  
perfect the power of memory that to re-  
member, will soon require an effort no  
longer.

U. J. HOFFMAN,

Presd't Hayward Collegiate Institute.

The Memory Company, New York.

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*From Daniel B. Hager, Ph. D., Principal  
State Normal School, Salem, Mass.*

Salem, Mass., March 20th, 1886.

Mr. J. A. Shedd,

Dear Sir:—I think your system is the most ingenious of all the artificial systems designed to aid the Memory, with which I am acquainted.

Yours Truly,

D. B. HAGER.

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*From Chas. F. King, Director of The  
National Summer School. Author of  
"Methods and Aids in Geography." Prin-  
cipal of Dearborn School, Boston, Mass,*

Boston Highlands, February 28th, 1889.

Prof. J. A. Shedd,

Dear Sir:—I have examined your memory system and consider it the best method of remembering dates yet devised.

Teachers of history will find it very helpful.

Yours Truly,

C. F. KING.

## Shedd's Natural Memory Method

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*From J. B. Gould, M. D.,*

Somerville, Mass., February 28th, 1889.  
Mr. John A. Shedd,

Dear Sir:—I have previously, at intervals of many years, tried to get an insight and interest into other systems of Mnemonics, and had turned from them with disappointment and incredulity, in regard to any system of Memory Aids so-called, being really and practically an aid to memory.

I consider that you have made a wonderful discovery—it is wonderful for its simplicity and ease of acquisition, also for its numerous and diverse adaptations; for it can, with equal facility, be called in aid for remembering all facts that may be expressed by figures, whether in the study of History, Geography, the Sciences and in Business affairs.

If there be a science of Mnemonics, or artificial memory system, that can be easily, pleasantly and profitably applied by association, I believe you have discovered and

The Memory Company, New York.

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developed that science, to a remarkable degree of perfection in your Manuals on "Education of the Memory," or "Shedd's Natural Memory Method."

Wishing abundant success in securing from the thinking world an extensive investigation and approval of your system.

Yours Truly, J. B. GOULD, M. D.

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*From Rev. Wm. A. Searles, S. T. D.*

Washington Heights, New York City,

February 23d, 1889.

The Memory Co.

I thoroughly believe in your System, and unhesitatingly recommend it. It is a delightful study and of great value.

Yours,

WILLIAM A. SEARLES.

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*From Henry F. Howard, Principal of Fairmount School, Hyde Park, Mass.*

Hyde Park, Mass., January 28th, 1889.

Mr. J. A. Shedd,

Dear Sir:—I have examined Shedd's Memory Method with some care, and I am

## Shedd's Natural Memory Method

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glad to bear testimony to its excellence. Although especially helpful to any one desiring to remember and use dates, formulæ and all numerical facts in History, Literature, or Science, its processes are so eminently practical and natural, that it must be of great educational value, in the cultivation of the Memory in all its varied uses. Like other good things, it will be best appreciated by those who use it most.

HENRY F. HOWARD,

Prin. of Fairmount School,

Hyde Park, Mass.

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*From Walter S. Parker, Principal Everett School, Boston, Mass., Manager Saratoga Summer School.*

Boston, March 22d, 1889.

Prof. John A. Shedd,

Dear Sir:—I am very much pleased with your "Natural Memory Method."

Rightly used it will develop a strong memory.

Yours Truly,

WALTER S. PARKER.

The Memory Company, New York.

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*From a Student in the Union Theological  
Seminary.*

New York, December 7th, 1889.

The Memory Co.

Gentlemen :—Allow me to express the pleasure I have received from “Shedd’s Natural Memory Method.” I have been benefited and entertained as well. The Method is simple, so simple indeed, that a child could learn the Key in less than an hour, and Prof. Shedd has put the Method in such clear and forcible terms, and in such an admirable style, that it will win friends rapidly. It is a system for everybody, the mind is not burdened with remembering a complicated Key, with as many exceptions as there are rules. It is a System natural, logical, psychological. I apply it to remembering the smallest detail, from the number of a friend’s residence, to the facts and dates of Church History, indeed, the author has demonstrated its applicability to many branches, in the little volumes in which he makes the application of his System.



## Shedd's Natural Memory Method

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I was sorry to close the last one, for they afforded me a chance for a review of many facts which I had learned once but had forgotten.

Yours Very Truly,  
WILLIAM O. McELVEEN.

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*From G. A. Southworth, Principal Prescott School, Somerville, Mass., author of "Our Language, its Use and Structure."*

Somerville, Mass., February 23, 1889.

"Shedd's Natural Memory Method," is a wonderful device for strengthening and assisting the memory. Its exceeding simplicity and naturalness, make it easily learned and applied.

By its means, I find myself able to carry any number of numerical combinations in memory, ready for instant use.

In all respects, it far surpasses any system of Mnemonics of which I have ever known or heard.

Whoever learns and uses it, will never regret his investment.

G. A. SOUTHWORTH.



The Memory Company, New York.

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*From Rev. D. O. Ferris.*

New York, February 18th, 1889.

The Memory Co :—

I have read the editorial in "The Journal of Education," and most heartily endorse it. For simplicity and effectiveness, your method far surpasses any of the schemes in this line of which I have knowledge, in its general application, and is destined to come to the front and maintain its position as Leader as an educative power.

Truly Yours,

DANIEL O. FERRIS.

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*From M. T. Pritchard, Master of Comins School, Boston, Mass.*

Your memory method is simplicity itself. I have learned the———system, but have found it quite too cumbersome for practical purposes. By your system I am enabled to keep in mind just what I need and to do it without any appreciable mental effort.

M. T. PRITCHARD,

March, 1889.

Roxbury, Mass.

## Shedd's Natural Memory Method

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*From Rev. J. Wesley Johnston, Pastor  
Sixty-First St. M. E. Church, New York  
City.*

New York, March 25th, 1889.

I know of nothing in the whole realm of mnemonics of such practical value as "Shedd's Natural Memory Method." It is simple, natural, easily applied, and capable of use in almost every direction.

I find it a great help in my general work, and the more I use it, the more thoroughly I appreciate it. Under this system the memory ceases to be a lumber room, but is instead a magazine stored with facts and principles ready for use at a moment's warning.

After a careful examination and comparison, and now after using it for quite a considerable time, I am glad to commend Mr. Shedd's system to the public in general, as well as students in particular.

J. WESLEY JOHNSTON.

The Memory Company, New York.

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*From John S. Hayes, Principal Forster  
School, Somerville, Mass.*

Somerville, Mass., March 5th, 1889.

J. A. Shedd, Esq.,

Dear Sir :—It gives me great pleasure to say that, after a careful study of the several memory methods now before the public, I am prepared to say that your method has decided merits over all others with which I am acquainted, and its simplicity and naturalness must commend it to all.

It seems to me, that you have discovered the correct plan upon which to work, and even a cursory examination, by the most skeptical must lead them to the conclusion, that you have a method that everybody should possess and use.

I trust it will meet with the success it so richly merits.

Very Truly Yours,

JOHN S. HAYES.

## Shedd's Natural Memory Method

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*From a pupil in the New York City Normal College.*

New York City, December 3, 1888.

The Memory Co.,

Gentlemen :—I am using Shedd's Natural Memory Method in my study of Grecian History at the Normal College, with great success. I also expect to realize a higher per cent. on American History, than I could possibly without its use, and with much greater ease.

By actual test, I now memorize dates with your system in less than one-third the time spent in the old way, and with your method it will be almost absolutely impossible for me ever to forget them.

The list of dates you give in American History are the identical ones used in the New York City Grammar Schools, and the Ancient History dates are the same as studied in the Normal College.

Yours Respectfully,

M. G. RUDELL.

The Memory Company, New York.

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*From Rev. Merritt Hulburd, D. D., Pastor  
Spring Garden St. M. E. Church, Phila-  
delphia, Pa.*

Shedd's Memory System is, in my judgment, the most ingenious, the most natural, and the most useful of any system of mnemonics now before the American public.

April, 1889.

MERRITT HULBURD,

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*From Joshua M. Dill, Principal Andrew  
School, Boston, Mass.*

Gentlemen:—

Shedd's Natural Memory Method is by far the best system of mnemonics I have ever known. Indeed, I fail to see how there can be any better.

Its extreme simplicity renders the application very easy and available to the student from the very beginning.

Very Truly Yours,

JOSHUA M. DILL,

Principal Andrew School,

Boston, Mass., March 1st, 1889,

Memory Co., New York.

## Shedd's Natural Memory Method

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*From O. W. Dimick, Master Wells School,  
Boston, Mass.*

Watertown, Mass., March 30th, 1889.  
Prof. J. A. Shedd,

Dear Sir:—I believe your method the best I have ever seen, and, although I have not yet tested its practical working, I think it might be very helpful, especially to one younger than myself.

Yours Truly,

O. W. DIMICK.

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*From Rev. M. B. Chapman, D. D., Pastor  
First M. E. Church, New Haven, Conn.*

The memory method of Prof. Shedd seems to me to be very natural, simple and practicable.

As an aid in the mastering of numbers and dates, I prefer this to any with which I am acquainted.

MELVILLE B. CHAPMAN,

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*From Rev. W. L. Phillips, Wilkesbarre, Pa.*

I think very highly of the Shedd Memory System. It has much to commend it

The Memory Company, New York.

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in its naturalness and general utility, and is of the greatest service to all who desire to get the most from their memory.

WATSON L. PHILLIPS.

April, 1889.

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*From Samuel J. Bullock, Master Bunker Hill School, Boston, Mass.*

Charlestown, Mass., April, 1889.

Mr. J. A. Shedd,

Dear Sir:—With regard to the merits of your system, permit me to say, that I believe the use of your method at once aids the memory, and furnishes interesting and profitable exercise for other faculties.

Truly Yours,  
SAMUEL J. BULLOCK.



*JOURNAL OF EDUCATION*

*Boston, Mass., Jan. 24th, 1889.*

We have taken no part in the Loiset-Fellows-Pick-Appleby-Middleton memory controversy, because we have not thought the advantage to be had from any, or all systems of mnemonics, sufficient to make it of any interest to the world as to who originated them. The systems of the past have often required more effort to remember senseless things, than would be required to remember the desired things, and have been serviceable largely in accomplishing tricks and feats, that one would never care for in life. Any system of mnemonics based upon sounds, upon having given letters stand for special figures is impracticable for every-day affairs or educational uses. Any system that requires the memorizing of unnatural combinations of words, such as "is apple you hear me," "at home is a year ago," "is by sun I say boys," etc., would seem too senseless for men of brains to dally



with. So long as mnemonics meant anything of this kind, we merely examined them as curiosities; but, within the past year, John A. Shedd, of New York City, has discovered a purely original system which is high above any unnatural system, of mnemonics.

It is so simple, that it may be understood in fifteen minutes; so natural, that all its principles may be learned in an hour by the dullest student; so suggestive, that two hours' practice will make it easy to use it every day and almost literally, every hour of life; so comprehensive, that it adapts itself to various subjects and branches of knowledge. There is not a moment's drudgery in learning it, not a feather-weight's burden in remembering it, and no perplexity in applying it. It is educational and helpful, entirely apart from the memory phase of the subject. There is no occasion for a person to forget any date in history, biography, literature, geography, economics, text, chemistry,

## Shedd's Natural Memory Method

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natural philosophy, mineralogy, addresses, etc., that he cares to learn. We regret that our honor makes it impossible to reveal this method or art of memorizing.

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*From the Phrenological Journal and Science of Health, March, 1889.*

In Mr. Shedd's method it seems to us there is a simplicity and *naturalness* that renders it very practicable and of service to any one whose brain centers are susceptible of education.

Certainly the principles involved require no great effort to comprehend; dullness as well as genius can see into them, and a little practice develop facility in their use.

We have not been disposed to give much attention to memory methods, because of the artificial and arbitrary features with which most of those brought to our notice have been burdened; but this of Mr. Shedd's commends itself, because of the absence of such encumbrances, and seems as simple at least as any ordinary spelling lesson.

The Memory Company, New York.

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*From Zion's Herald, Boston, Mass., Jan.  
16th, 1889.*

Those of our readers who have tried various lauded systems of mnemonics, and found themselves confused and baffled by the complexity, unnaturalness and difficulty of the same, will be pleased to learn that a system has been devised which, starting with a key which can be learned in a few moments, will enable one to fix in memory every important date in biography, or history, or literature, and to master such easily-forgotten things as, for example, the value of foreign coins, atomic weights of chemical substances, the height of mountains, length of rivers, etc. There seems, indeed, to be no end to its range of application. The inventor of this system is Mr. J. A. Shedd. He called at our office last week, and in the course of half an hour, convinced us of the simplicity and practical utility of his method. He calls it "The Natural Memory Method." He has already worked out, for the benefit of

## Shedd's Natural Memory Method

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his pupils, 1,500 applications of his system, none of them strained or ridiculous, but all significant of the fact to be retained, and embodying a vast store of information. Prof. Shedd is about to open in New York correspondence classes.

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### EXTRACTS FROM TESTIMONIALS.

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“Your memory lessons furnish a complete mental gymnasium.”

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“All who have the privilege of using your system in connection with their studies, are to be considered most fortunate.”

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## Shedd's Natural Memory Method

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close of life the full use of our memory. Your method is just such an aid."

"Shedd's Natural Memory Method enables the student of History to retain a maximum of facts and dates with a minimum of labor."

"The most comprehensive and concise lectures on the subject of memory training I have read."

"Its simplicity is the characteristic which will bring it success."

"Believing in the 'survival of the fittest,' there is every legitimate reason to suppose that Shedd's Natural Memory Method will outlast the others."

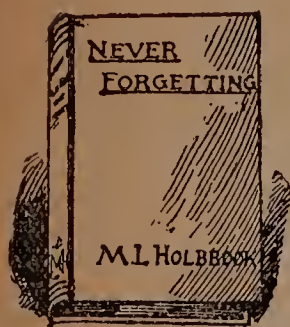
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- 5.—Memory and Attention.
- 6.—Memory and Repetition.
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- 8.—A Striking Example of Restoration of the Memory, and the Methods Employed.
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- 10.—Self-culture of the Memory.
- 11.—Memory for Names and Its Culture.
- 12.—Memory for Faces and Its Improvement.
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- 14.—Culture of the Musical Memory.
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- 16.—Memory for Figures and Dates.
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- 19.—How to Learn a New Language, or the Surest and Most Effectual Way to Ensure an Easy and Accurate Reproduction of Ideas.
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*From "Science," a weekly journal of high authority on educational and scientific matters.*

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### TRAINING THE MEMORY.

It was with this prejudice that we took up Dr. Holbrook's little book but the perusal of the preface and the introductory sections alone prove that for once at least a prejudice against books on training the memory was unfounded. Dr. Holbrook writes with a physiological and psychological knowledge of his subject, and he treats it in a plain, straightforward, common sense way. After showing the physiological basis of memory, he draws the practical conclusion that health, a well-nourished brain and a healthy nervous system are the normal physiological conditions of a good memory. The psychological conditions are strict attention to sensory impressions, repetitions of them, and the formation of chains of association for them. The value of association may be tested by any one who is foolish enough to doubt it, by making the test given by Dr. Holbrook on page 113, quoted from Dr. Pick's work on training the memory. We ourselves have tried with several persons, and found it a most excellent and practical illustration. The practice of making notes of important matters is adverted to and commended, even if the notes are at once thrown away, because the process of writing the fact, name or date down increases our attention to it, and deepens the original sense-impression. Dr. Holbrook gives wholesome advice to persons of weak memories, and shows how such may be trained to become very retentive and accurate. A few judicious pages are given on the art of forgetting, instruction in which is quite as necessary for that class of person who insist on overloading their memories with all sorts of mental rubbish, as is instruction in remembering for those minds which seem to retain nothing.

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*From the Boston Post.*

This book actually shows us how to keep our memories in good working condition and repair them when out of order.

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*From the Princetonian, of Princeton College.*

A multitude of suggestions and devices are given to aid and strengthen the mental powers. The chapter on "How to Learn a New Language" makes very prominent the principles of association, a method entirely neglected in language study. There is not a dry or uninteresting page in the book.

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*From Hudson Tuttle, Author and Lecturer, Berlin Heights, Ohio.*

I have read your "How to Strengthen the Memory" with the greatest pleasure. Had I been its possessor in early life it would have been, through all the subsequent time, a most valuable assistant. I have tried the various systems professing to give aid and strength to the memory, but with unfailing disgust. They are all cumbersome, and out of proportion to the result, as a columbiad fired at a sparrow. They train the memory so that little can be done with the method acquired. You give rule and methods which so assist that labor and time are not lost.

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# Books On Memory.

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## Kay's Memory:

What it is and how to Improve it. By David Kay, F. R. G. S., author of "Education and Educators," etc.

Cloth, 334 pp. Price, \$1.50

## Holbrook's How to Strengthen the Memory;

or Natural and Scientific Methods of Never Forgetting.  
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